



Colorado Workforce Development Council (CWDC)

## **BUSINESS OUTREACH AND MARKETING (BOAM) COMMITTEE MEETING**

Conference Call  
October 25, 2004  
9:00am – 11:00pm

### **Meeting Summary**

#### ***In Attendance:***

#### ***Members:***

Marianne Mate, Skip Paterson, Celina Shands

#### ***Council Staff:***

Aron Diaz, Glenn Little

#### ***Absent:***

Gary Bien, Susan Carparelli, Mark Davidson, Tom Flanagan, Kelly Manning, Dan Pilcher, John Schafer, Mary Beth Susman, Les Watkins

#### ***Meeting:***

- Recap of Workforce Development Month – There was good coverage across the state, with every region holding events; the Metro regions teamed together and pooled their money that they were given for Workforce Development Month; the Month was more successful than anticipated.

In the preliminary report, there is a breakdown of each region and what they accomplished,

and there are lessons learned at the conclusion; there is good detail to the report, but would like to see figures on how many people were reached and how many new employers were reached; there are three separate Metro area reports: Small Business Symposium, E3 Job Fair, and a Recommendations report; in reviewing Workforce Development Month, it was concluded that a link-up of the Metro areas, to get them to work together instead of individually, should occur

They want to create a single message and a single brand, using one webpage that is easily marketable (will have collateral products that can be used for things like job fairs) and will link connections to the individual workforce centers; the questions of whether the WIBs and Directors will allow this or want to do it remain; consumers want things to be easy, and if you read the market, it just makes sense to consolidate the brand

The reports will be forwarded to the Committee once they are finalized

- Statewide Workforce Development Activities – Some focus on the Rural Consortium should happen regarding marketing; they have not reached out for advice on their own; a conference call to discuss their challenges would be beneficial; an operational plan on how to cover all of the Rural areas should be looked at; people need to be trained on what marketing really means

There are some areas of the Consortium that have good brand awareness; they're trying to accomplish the right things, but need some guidance

Overall brand awareness is 48.4%, with market saturation among employers with five or more employees at 5.42% and employers with less than 5 employees at 2.3%; final numbers will come from CDLE; brand awareness questions are to be included in the Job Vacancy Survey which will produce rolling numbers throughout the year

- November 18 th CWDC Meeting Presentation – The report to the Council should be results-oriented with initiative measurements and results; update on Workforce Development month and the results of the Taskforce meeting taking place on November 4 th ; remind people what the BOAM Committee tried to accomplish this year; what people should remember is what the Committee tried to accomplish, what was delivered, and what plans are for 2005; reiterate that everyone wants to hold Workforce Development month activities next year; should be a 15 to 20 minute presentation; put a PowerPoint together the week of November 8th
- Taskforce Meeting – There will be a meeting on November 4 th to divide the marketing dollars among the workforce regions (around \$300,000); will be sending out the final dollar figures that each region has available for marketing; it may work best to ask each region what they would do with the money they're given and find out what they used the money for last year; should make sure that regions know that the money is not just for merchandising (hats, mugs, etc)

- Business Services Outreach Training – Three regions are conducting statewide training on strategic planning and how to get their collective message out; this is reinforcing earlier training; the participants should give a report at the Taskforce meeting and a copy should be sent to the BOAM Committee

Call ended at 10:15am